



REQUEST FOR QUALIFICATIONS
FOR
PLANNING, DESIGN, AND IMPLEMENTATION
OF A SIGNAGE AND WAYFINDING SYSTEM

Project Overview

The City of Belmont is soliciting firms for the planning, design, and implementation of a wayfinding signage system for the City. This signage and wayfinding system will be designed to project a consistent image for the community; improve navigation for all modes of travel; guide visitors to landmarks, facilities, and services; promote walking, bicycling and mass transit; and be sustainable as well as expandable. The goals of this program are:

- To create a consistent signage and wayfinding system across a range of signage mediums
- To create a signage and wayfinding system that directs visitors to landmarks & historic resource properties; activity/service centers including, but not limited to: the Belmont Village Specific Plan Area, Carlmont Shopping Center, Twin Pines Civic Center, restaurant and retail clusters, parking garages/lots, mass transit, parks/community facilities, residential neighborhoods, and nearby destinations
- To establish signage and wayfinding links to city bicycle and pedestrian trails
- To establish an ongoing administration and maintenance plan for the system

Background

- The City recently adopted a comprehensive 2035 General Plan and Belmont Village Specific Plan (November 2017).
- Currently, the Belmont Village Planning Area lacks proper wayfinding signage for public transportation, public parking, pathways, shops, restaurants, and the downtown Civic Center.
- A well-connected transportation network within the Planning Area is beneficial to all users and modes of travel and is consistent with Complete Streets principles. New development and redevelopment should connect to existing and planned transportation facilities.
- Well-designed streets with wayfinding signage complement surrounding land uses and provide for attractive, safe, and efficient circulation for all users and all modes of transportation.
- To achieve a “Complete Streets” balance, multiple strategies are needed to promote mobility improvements, and wayfinding signage aids this goal.

Scope of Services

- Consultant shall be responsible for planning, design, and implementation of a wayfinding signage system based on the 2035 General Plan and Belmont Village Specific Plan needs throughout the plan areas; the family of signs will initially encompass the following and will be capable of expansion to other signage and graphic needs for the City:
 1. Gateway signs for entrances to neighborhoods
 2. Directional and destination signs that include information directing visitors to landmarks, destinations, facilities, and services
 3. Trailblazer directional signs
 4. Pedestrian wayfinding map, directories, and signs (i.e., “You Are Here” maps)
 5. Pedestrian/bicyclist signs
 6. Signs marking the entrance to parking facilities
 7. Neighborhood banners to hang from streetlights

- Consultant will work with City Departments on signage regulations, location placement, and other regulatory and City sign requirement standards. The signage will be manufactured and installed according to the Wayfinding Design Specifications, which specifies the location, type, design, and layout of each sign.
- Consultant staff shall attend staff level meetings with City staff, public officials, and community leaders as needed.
- Consultant will provide a cost statement for fabrication and installation and work closely with City Departments to finalize sign locations, routing, messaging, materials, sizes, inclusion and count by type and function, in compliance with Manual Uniform Traffic Control Devices (MUTCD), Caltrans and other guidelines.
- Consultant will work with the City to obtain any encroachment permits for work in the public right-of-way, including permits from Caltrans for right-of-way work on El Camino Real. Projects under construction by permit from the City shall be inspected for compliance.
- Consultant shall assign personnel who are professionally qualified as determined by the City to perform needed services. All materials, resources, tools and training shall be supplied by the Consultant. Upon determination of a need for service, the City will inform the selected firm(s) of the specific staffing need and/or scope of work. The firm(s) will prepare a detailed scope and cost proposal. Upon agreement of a detailed scope and cost, the City will issue a task order for the work.

Submittal Requirements

The Statement of Qualifications (SOQ) for wayfinding signage shall include the following:

- 1. Transmittal letter** including contract information (physical address, telephone number, fax and email) for the point of contract for the City on all correspondence and communications pertaining to the SOQ.
- 2. Experience** - Discuss the firm's qualifications, experience and history in performing branding, development and design for wayfinding signage, particularly for governmental agencies. Discuss the firm's uniqueness to best perform the specific category of services the firm is interested in providing to the City. Provide resume summarizing qualifications and experience of the project manager, and staff likely to be assigned to the work.
- 3. References** - Provide references for the three most directly applicable projects/service agreements, with current verified telephone numbers and email addresses, so that we may contact them and ask about your services.

Consultant Selection

Pursuant to Sections 4525 – 4529 of the Government Code of the State of California, the consultant's selection will be based on qualifications. A selection committee, established by the City, will review the SOQs received by the deadline below, and develop a short list of qualified firms. Depending upon the relative quality of the proposals, the City may invite short listed firms to interview with City staff. The City reserves the right to reject any and all proposals.

Three (3) copies of the SOQs shall be submitted on or before 4:00 p.m. on September 4, 2018 to:

Carlos de Melo, Community Development Director
Community Development Department
City of Belmont
One Twin Pines Lane, Suite 310
Belmont, CA 94002
cdemelo@belmont.gov

Electronic submissions are acceptable. If there are any questions regarding this request for qualifications, please contact Carlos de Melo at (650) 595-7440 or via email at cdemelo@belmont.gov

FIGURE 2-4: LAND USE DIAGRAM

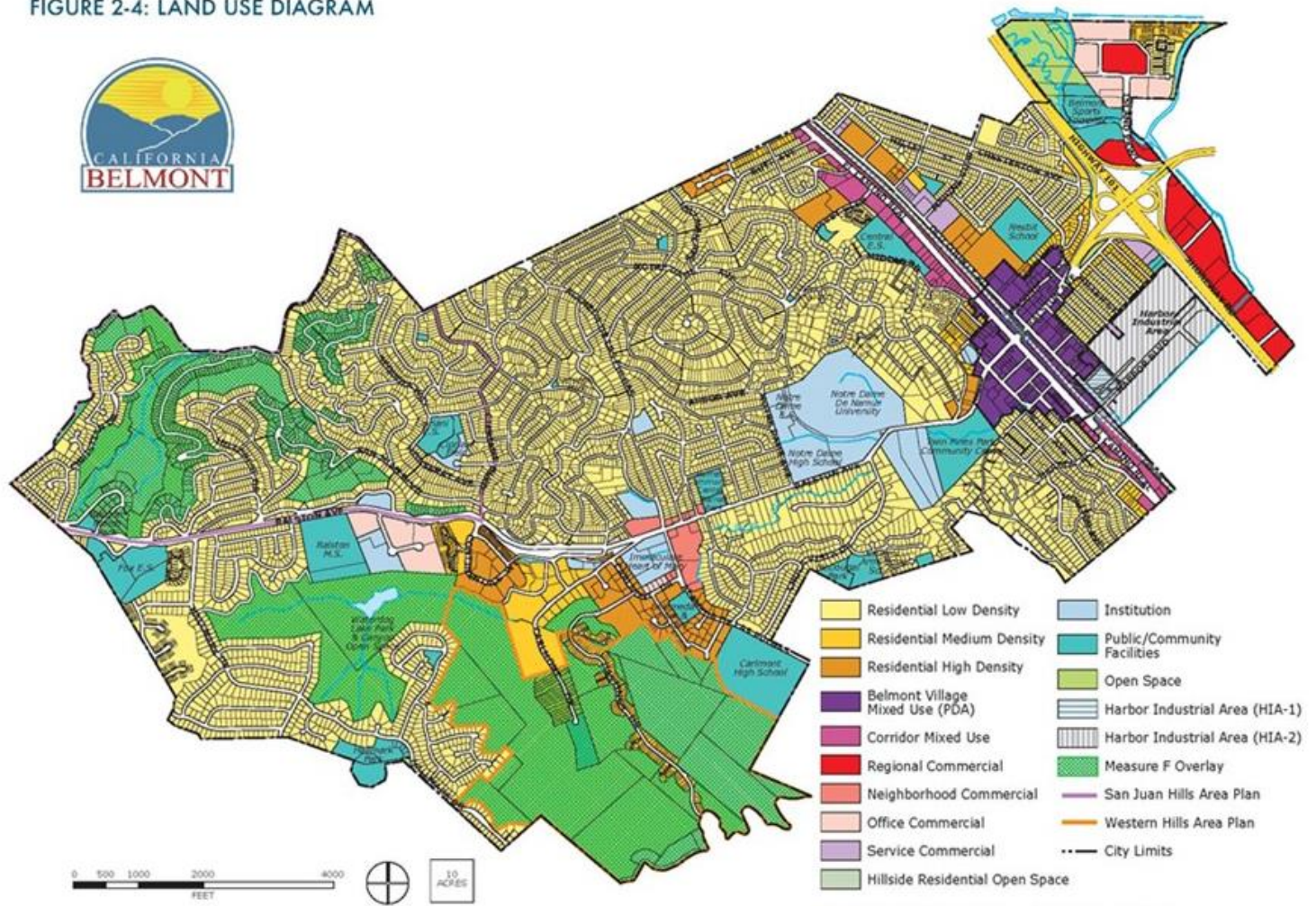


FIGURE 3-6: BELMONT VILLAGE LOOP

